

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1359

Washington, D. C.

October 20, 1951

## N.C.A. Dedicates Western Branch Laboratory; Board Acts on Mobilization Problems

The N.C.A. Board of Directors met at the Claremont Hotel, Berkeley, Calif., on October 11, and took the following formal actions:

Authorized President Barnes to appoint immediately the N.C.A. War Mobilization Committee for the following year, rather than having the members of this Committee named after the Convention when the other 1952 Committees are appointed;

Passed a motion putting the industry on record as favoring the restoration of the full can use quotas for all Group II food products now limited to 90 percent of their base period use by the amended M-25 can limitation order;

Ratified all actions of the N.C.A. Buildings Committee to date in connection with the Association's buildings program and the action of the Buildings Committee in directing the Western Building Subcommittee to dispose of the N.C.A. property on

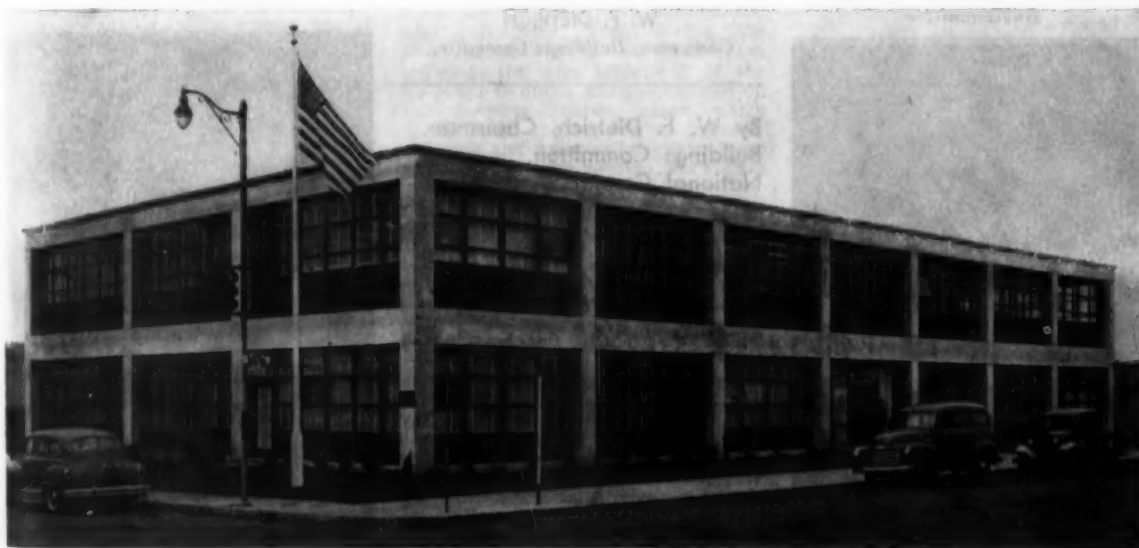
(Please turn to page 358)

Nearly 600 persons—canners, executives of the supply companies, and guests of the Association—participated in day-long ceremonies October 12 dedicating the new building in Berkeley, Calif., that houses the activities and modern equipment of the Western Branch Laboratory of the National Canners Association.

The dedication was staged at morning and afternoon sessions in two locations. The official and formal ceremony of turning over the keys of the building to the Association took place in Sixth Street, directly in front of the building entrance in Berkeley; a luncheon and program was tendered the group that afternoon in Peacock Court at the Mark Hopkins Hotel, San Francisco. President H. J. Barnes presided over both phases of the program.

The key ceremony followed an invocation by The Reverend Robert Boyd Munger, D.D., Pastor of the First Presbyterian Church, Berkeley, and an address of welcome by The Honorable Laurance L. Cross, mayor of the city.

Herbert E. Gray, Chairman of the Western Building Subcommittee, and W. F. Dietrich, Chairman of the over-all Buildings Committee, made appropriate statements about the concluding event of the N.C.A. buildings program (Please turn to page 360)



## DEDICATION CEREMONIES

### Presentation of Keys

By Herbert E. Gray, Chairman,  
Western Building Subcommittee,  
National Canners Association

This is the important day, to which we have looked forward for months. We extend to our visitors our heartfelt greetings. We hope while you are here with us, your visit will come up to all your expectations.

We have gathered here today to dedicate a building—constructed for the purpose of scientifically bettering the operations of the canning industry and in so doing to promote a better understanding in the public mind that the product of commercial canners is one in which their confidence can always be placed.

The building is not the result of the efforts of any one person or any one group. It came about from the co-operation and combined efforts of the entire industry together with the industries upon whom the canners rely for their operating supplies.

Much of the help in planning the building came from the staff of the Western Branch. Their vision as to the floor plans, location of departments, equipment requirements, and other details was helpful beyond question and full credit must be extended to them for valuable assistance.

Unfortunately, owing to a circumstance beyond human control, the Kansas City flood delayed and par-

tially damaged some of the laboratory equipment in transit. Despite the time lost, the building installations are sufficiently near completion to permit this dedication ceremony. On behalf of the Western Building Subcommittee and through Chairman Dietrich of the over-all National Canners Association Buildings Committee, I have the honor to present to President Barnes of the Association, the keys of this fine new building which will hereafter be symbolized as the Western Laboratory of the National Canners Association.



W. F. DIETRICH  
Chairman, Buildings Committee

By W. F. Dietrich, Chairman,  
Buildings Committee,  
National Canners Association

If there's truth in the Chinese proverb, "one picture is worth a thousand words," and if the real thing is better than a picture, then surely as the representative of your Buildings Committee there isn't much for me to say. This fine structure, fully equipped, I think speaks for itself.

But since this is a Western building and Western speakers are notorious for their modesty, it becomes my agreeable function to say the words of tribute so richly earned by our Western Building Subcommittee. I should pay particular tribute to Herb Gray, who bore, with his usual urbanity, the trials, tribulations and oc-

casional jibes of his canning colleagues as the Western Laboratory Subcommittee weathered the many changes in places which changed sites and changed circumstances made necessary. I've read literally thousands of pages of minutes of their committee meetings, and know the hours and hours of work Ed Richmond and Milt Brooding have contributed.

Since this occasion is also the "swan song" of our over-all Buildings Committee, I would like also to pay tribute to all of the men who contributed to the success of the program—Herb Riley, Harold Humphrey, Fred Heinz, Alfred Eames, and Scott Holman, just to mention a few of those whose heart and soul were devoted to our canning industry and the National Canners Association. It's been a tremendous privilege and pleasure to have been associated with them and our success was a foregone conclusion.

By H. J. Barnes, President,  
National Canners Association

"Bill" Dietrich and "Herb" Gray, on behalf of the Association I want to thank you both and your Committees as well for the time and effort that you have given to these projects. The results should be as satisfying to you as they are to others of the Association.

It is a distinct privilege, friends, for me as President of the National Canners Association and on behalf of the Association to accept the keys to this building on its completion. Those of you who have followed the building of this structure since its inception know something of the disappoint-

H. J. BARNES  
President of N.C.A.



HERBERT E. GRAY  
Chairman, Western Building  
Subcommittee

ments and the differences of opinion that had to be ironed out, and also the difficulties encountered in financing the project. But we have the building now and I think every member of the National Cannery Association is justly proud of the structure, its equipment, and all of its fine features. We are most appreciative of the work that has been done; indeed I cannot conclude my remarks without mentioning a few individuals.

I think those of you from California are cognizant of the fact that the authorization of the buildings program came at a time when one of your fellow Californians was President of N.C.A. I refer, of course, to Emil Rutz, and let's give him a hand for the work that he did.

I have been personally very close to the operation of the laboratory and to Dr. Esty ever since the first laboratory was established on Battery Street 25 years ago.

I am grateful for the opportunity to have become well acquainted with the personnel that has solved, or at least

worked on, all problems—and solved many—for the canning industry. What has impressed me most about the laboratory and its work is the confidence that we canners as a group have always felt in Dr. Esty and his work.

Two men in the membership stand out most prominently in my memory in connection with the work here. Coincidentally, they represent two of the friendships that I value as highly as any friendships I have ever made in my life. One of these is the late Elmer E. Chase, who was chairman of the committee that controlled the operations of our laboratory at the beginning; the other is our good friend whom all of you remember, the late Ralph Sanborn. I feel sure that those two men would have been as happy over this new home as I am.

This is one of the greatest days of my life—to see the tangible and beautiful result of the effort that has been put forth by the committees and all of us as a group in getting this job done.

purpose. In order to attain this goal more effectively and rapidly, canners have seen the necessity and wisdom of affiliating into state and regional groups, and in this way to complement, on a local basis, the work and activities of their national association. Through the example of N.C.A. and with its help, there has grown up with the industry to a remarkable degree the spirit and practice of cooperation and coordination in matters relating to industry advancement which could be a model of trade associations throughout the country. As a representative of the Association of Cannery State and Regional Secretaries I am proud to point out our view of the position of state and regional associations as small brothers in the family circle, and to express our appreciation of the wisdom which has dictated this sound, constructive policy.

Today, as a token of the relationship which exists within the industry, and of the solidarity of purpose which has characterized its progress, I present to you, Carlos Campbell, on behalf of A.C.S.R.S., this mural depicting the purpose and functions of the Western Branch Laboratory. I sincerely hope that its beauty will be a continuing source of delight to all who enter these portals; that its story will be a constant reminder of the purposes for which the National Cannery Association was founded.

## Presentation of Mural, Gift of A.C.S.R.S.

By C. R. Tulley, President,  
Association of Cannery  
State and Regional Secretaries

The canning industry is justly a proud industry. Through decades of practical application of sound scientific facts, technological developments, ingenuity and sheer perseverance, the food products of the soil and the sea have been preserved in constantly increasing quantities in palatable, nutritious form and placed on the tables of every family in the nation, raising the standard of living and improving the national health and well-being. This remarkable accomplishment has been effected with such efficiency as to proportionately lower the cost of food in the total cost of living, releasing increasing portions of income for acquiring consumer goods produced by other segments of the economy.

The National Cannery Association has played a vital role in this achievement. From a humble beginning, in 1907, under the able and far-sighted leadership of Frank Gorrell, the Association has grown and expanded until today a membership of 900 firms in 40 states and all of the territories is served by three modern, efficient laboratories located at Washington, D. C., Berkeley and Seattle, and a combined staff of nearly 100 persons.

Two and a half years ago members of the canning industry, the various allied industries and a host of friends gathered on the site of construction of a magnificent new laboratory and

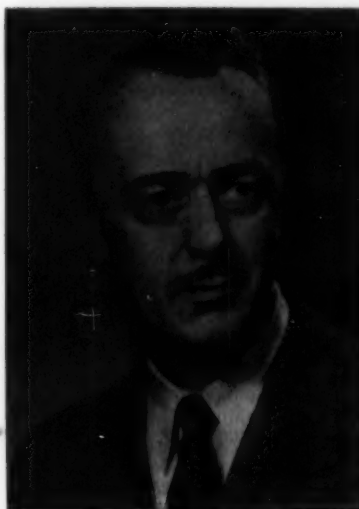
office building at Washington, D. C. We were thrilled to participate in the laying of a cornerstone in which were to be preserved for future generations invaluable records of achievement over the years. Later, on June 8 of last year we again gathered together to view with pride the fruition of this dream of industry. That building stands as a symbol of progress, a storehouse of information and a headquarters workshop in which will be planned and carried to completion in the future perhaps even greater achievements than have marked the past. However, even during the planning period for the Washington building, the wise leadership of the National Cannery Association had on the drawing boards, plans which would bring the benefits of industry research and Association service more effectively to each member, regardless of location.

The ceremonies dedicating this beautiful laboratory and office building highlight the culmination of those plans. This West Coast headquarters is geographically situated in the approximate center of commerce for a segment of the industry which has experienced the most fabulous development known to food production and preservation in the world.

In the business sense, the canning industry is one of the most highly competitive industries in existence. On the other hand, from the standpoint of interest and cooperation in promoting scientific and technological progress, we are united in a common

C. R. TULLEY

President, Association of Cannery  
State and Regional Secretaries







**CARLOS CAMPBELL**  
*Executive Secretary of N.C.A.*

**By Carlos Campbell,  
Executive Secretary,  
National Canners Association**

The National Canners Association is indeed happy to accept this beautiful mural as a gift of the Association of Canners State and Regional Secretaries. This gift is appreciated not alone because of its esthetic value, but more because it will be a constant reminder of the close cooperation of the state and regional associations with the national. Mr. Tulley, in presenting this gift, has referred to the achievements of the canning industry in contributing to the economy of the nation and improving the welfare of its people. In this regard, the canning industry's trade associations, both national and local, have labored with a common objective to constantly improve the technological processes to the end that the consumer may enjoy more nutritious as well as more economical food.

I should like at this time to mention another objective of the industry's trade associations, one which is sometimes considered to be the principal objective of all of their activities—through educational programs to make the public aware of the steady improvements that are being effected in the industry, and to prevent the dissemination of untruthful information regarding canned foods—in other words, to retain and constantly improve the public acceptance of canned foods.

The success of a trade association depends to a large extent on the de-

gree to which the membership participates in the association's activities. It is through such participation and leadership that the best ideas are evolved and soundest policies established.

It is an interesting fact that those industries that have well-organized and efficiently operating trade associations have shown the greatest advances in their economic status. The isolationism that dominated the operations of many canners decades ago has disappeared. It has been replaced by an industry point of view. The canner who in those dim and distant years lived unto himself; who thought that the formula for success consisted of exploiting his labor and producing a product that would fool the consumer, and who thought it was nobody else's business how clean he kept his plant, has long ago given way, thank heaven, to the canner whose principal concern is to produce a product of the best quality that the use of modern technological experience will permit. The shortsighted sales policy based on practices designed to trick the consumer into buying, has given way to the policy that has as its primary consideration the satisfaction of the consumer's wants, with full appreciation of the resulting accumulating effect on consumer acceptance. That is today's order in the canning business.

#### **Dedication Souvenir Program**

A 16-page souvenir program covering the events of the dedication ceremonies in Berkeley, October 12, was given to those who attended the day's events.

The publication contained a full schedule of events for the day, and a description of the facilities and floor plans of the new laboratory building.

One page was devoted to a photograph of the mural, gift of the Association of Canners State and Regional Secretaries, depicting the relationship of the laboratory to the various steps in preparation, processing, and distribution of canned foods.

The bronze plaque which is mounted in the lobby of the Washington and Berkeley buildings was reproduced, as was a black-and-white photograph of the oil portrait of the late Frank E. Gorrell which is hung in the Washington building.

Many of the illustrations which appeared in the souvenir program are reproduced in this issue of the INFORMATION LETTER.

The souvenir program was donated by the Stecher-Traung Lithograph Corporation. Engraved invitations to the dedication were a gift of the Muirson Label Co., Inc.



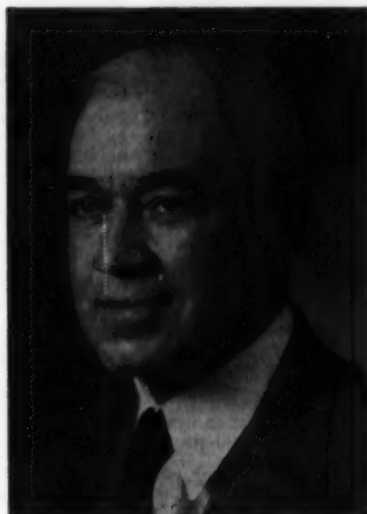
Mural painting in the lobby of the new N.C.A. Western Branch Laboratory building in Berkeley, Calif., which depicts the stages in the production of canned foods from farm, orchard and sea through scientific processing into the nutritious package for the consumer. Laboratory symbols signify the sound, scientific basis of canned foods preparation and production. The mural is a gift of the Association of Canners State and Regional Secretaries.

**Master of Ceremonies**  
*at the Dedication Luncheon*



**FRED M. MOSS**  
*Administrative Council, N.C.A.*

**Chief Speaker**  
*at the Dedication Luncheon*



**JOHN F. McGOVERN**  
*1949 President of N.C.A.*

**Chairman**  
*of the Western Building  
Dedication Committee*



**NORMAN L. WAGGONER**

**Western Building Subcommittee**

*under the chairmanship of Herbert E. Gray*



**MILTON E. BROODING**



**E. N. RICHMOND**

## Acknowledgment of Buildings Fund Contributions

By Fred C. Heinz, Chairman,  
Buildings Fund Drive,  
National Cannery Association

The dedication of the beautiful new building in Berkeley that we have all admired in the past few days is another important milestone in a series of important events that have given scientific distinction to our industry and our Association. Since its establishment in 1907, the National Cannery Association has been a leader in the fundamental research that has placed the operations of canners on a genuinely scientific basis. The contribution of its laboratories has been granted the highest acclaim and recognition, not only in canning circles, but in the whole field of quality food processing. We want to keep it that way, and the establishment of these fine facilities on our West Coast, and those last year in Washington are a warranty that we will.

Man advances in accordance with his achievements. It is a most encouraging and significant development in these times that broad and increasing efforts are being made to find better methods and new or improved products through research. Research institutions such as the one we are now dedicating provide the tools with which we advance our technological research in the processing and preservation of foods. Until research was undertaken in the formative years of N.C.A., the processes used were largely individual and arbitrary. Our

FRED C. HEINZ  
Vice President of N.C.A.



laboratory work gave scientific standing to a haphazard craft.

We are proud of this progress but, at the same time, we must never let our enthusiasm and pride in these things dull our sense of gratitude and appreciation toward those who made them possible.

It was my privilege to be chairman of the fund-raising program to finance the new Association buildings, and today I welcome the opportunity not only of greeting our many friends and business associates who have come here to attend these dedicatory ceremonies but to try in a humble and sincere fashion to thank them for their generosity and cooperation.

Down through N.C.A. history our good friends of the supply industries have contributed individual and combined efforts toward the progress of the canning industry. They have worked together with us in our plants, in our laboratories, in our conventions,

and now again, and with the same brotherly consistency, in the acquisition of the funds needed to create these new facilities.

Because of the support and the interest of all of you, we pledge this new building and its facilities to a continuation and furtherance of all things that will advance food processing and add to the stature of this industry.

I hope that the membership of the National Cannery Association and the staff will never forget this obligation, which is summed up beautifully, I think, in the words by Past President Emil Rutz that appear on the plaques in the lobbies of both the Washington and Berkeley laboratory buildings:

"Erected through contributions from members of the National Cannery Association and the industries serving them, this building is dedicated to the advancement of technological research in the processing and preservation of food and to other public services. As this symbol is an index to stature, so shall its purpose be a service to national welfare."

## Reprise—Frank E. Gorrell

By H. Thomas Austern,  
Chief Counsel,  
National Cannery Association

Four decades ago there came to California a man with a vision of what scientific research, in its application to the canning art, could do for this nation.

It is fitting that we pause briefly to honor him.

Frank Gorrell was no rousing evangelist. The Pacific Coast canners, whose cooperation he sought and to whom he brought so fruitful an opportunity, were offered no fulsome oratory—no easy promises of perennial prosperity—no quick panacea for progress.

Instead, they met a quiet, stogie-smoking, gentle fellow who had then only begun a lifetime of dedication to this industry. Behind the manifest modesty and constant courtesy, they soon perceived his sagacity, and discerned his vision: That there was a boundless future for quality products; that it could come only out of safeguarding the integrity of canned foods; that knowledge founded in sound research would be the touchstone of confidence; and that in collective action alone could these be achieved.

To those of you who over four decades sought his counsel, there is no need to recall the wisdom of Frank Gorrell. Yet in these days of dubious public morality, it may not be amiss to remember his integrity. Frank Gorrell sought no man's personal

favor, played no selfish politics, compromised no principle. He had a rare sense of rectitude—and an abiding faith in what he believed was right.

Fortunately included were two precepts which have borne fruit in the Berkeley laboratory. He believed in research. To him a demonstrated fact was the fulcrum on which could

The Late FRANK E. GORRELL,  
1867-1951

Founding Secretary of N.C.A.





**H. THOMAS AUSTERN**  
Chief Counsel of N.C.A.

readily be turned technological improvement, consumer education, and sound merchandising.

Nor was research for him an esoteric and isolated activity. It had always to be grounded in pragmatic relation to the public job of the industry in producing more abundant, wholesome, and better canned foods. Though not himself scientifically trained, he understood and brought into unique balance both the immediate technical problem of the individual processor and the broader area of basic research—so as always to have the practical operating difficulty stimulate the basic inquiry, and progress-

ively to have the results of research illuminate the daily processing tasks. In this, Frank Gorrell was truly the great catalyst.

But more important—and equally uncommon in public life today—was his fundamental thrift. To him a penny saved was more than a penny earned—it was a bulwark for the future. From almost invisible beginnings he built an efficient, but always solvent, National Cannery Association. For more than 45 years he husbanded its research funds. In large measure those reserves were the core around which the Association and the allied industries were enabled to erect the Eastern and Western laboratories that together give renewed promise for the future.

Regrettably, Frank Gorrell did not live to see the Berkeley laboratory, a great but only one of the many happy realizations of his original journey to this Coast. Yet he would not, I am certain, have wanted us to mourn his absence.

His purposes were always founded not on what had already been done, but on the job ahead—not on what had already been revealed, but on the yet unknown tasks of tomorrow that would need resolute action.

At his passing last January, an obscure poet, who knew him well, tried to capture that spirit in these words:

We need not mourn the men that came before,  
And built our house of sturdy oak;

We do not grieve the great that set our path,  
Nor echo seek of what they spoke;

Instead, we build as they would have us do,  
Pursue their noble vision bold,

By inquiry learn what there is to know,  
Through work the future tasks unfold.

## Goals of the Western Branch Laboratory

By Dr. J. Russell Esty, Director,  
Western Branch Laboratory,  
National Cannery Association

Several persons here today will recall the cooperation and enthusiasm evident on October 11, 1926, when representatives of all cannery associations in the western region were guests of the National Cannery Association at an all-day meeting and luncheon in San Francisco to coordinate the work of the new Western Laboratory, just completed and established to serve cannery of the intermountain states, the Pacific Coast states, and the Hawaiian Islands. On the following day, October 12, exactly 25 years ago today, nearly 100 cannery from the western territory attended a joint luncheon at the Palace Hotel, this city, and inspected the new laboratory that afternoon.

Only a few are still active today of those who attended the opening of our San Francisco laboratory. Among the early group, no longer with us, are the late R. I. Bentley, E. E. Chase, Preston McKinney, Ralph Sanborn, Dr. Carl Alsberg, John G. M. Barnes, Karl and Emil Mayer, Mark Ewald, and a host of others.

Among those still active, who could not come today, is our good friend and counselor, Dr. K. F. Meyer who had to be in New York this week. On leaving last Sunday morning, he stated that he wanted to be remembered to all of you.

When the laboratory activities were organized in 1926, it was decided that Dr. Meyer of the University of California should take over the bacteriological research work, particularly the botulinus investigations, so as to give this part of the activities a national



**DR. J. RUSSELL ESTY**  
Director, Western Branch Laboratory

and international standing impossible in any industry laboratory. At that time, Dr. Meyer was technical advisor to the California State Department of Public Health, a position he still holds, and he has served on the Cannery Board continuously since the California Cannery Act was enacted in 1925. It is no exaggeration to say that Dr. Meyer has done more good for the industry than any other person outside of it.

Appointed to the bacteriological staff to work with us at that time were C. T. Townsend and Mrs. Lois Harrison, and I am happy to say they are still with us and in the audience today.

Milton P. Duffy, Chief of the California State Bureau of Food and Drug Inspection, another close friend and co-worker for the last 30 years, who is still abroad on leave, has sent his regrets. Illness prevents the attendance of Dr. G. S. Bohart, associated with me in the Washington laboratory and who was transferred to the San Francisco laboratory when it was established.

In this audience are several ex-members of our staff, now holding important administrative positions in the industry. Time does not allow reference to each of them, but I would like to mention the first director of the new National Cannery Association Western Laboratory, Dr. B. S. Clark, the present Director of Research for the American Can Company, who is with us today. He had charge of the technical construction and equipment of the San Francisco laboratory, and at the luncheon of the Laboratory Committees last Wednesday gave us



sound advice on the conduct of research. During the last 25 years, we have handled 19,786 service jobs and research projects. The system of listing jobs set up for us by Dr. Clark is still in effect.

In 1926 the San Francisco laboratory was an experiment. The three-story and basement structure at 322 Battery Street was larger than we needed for the original staff of seven persons, but the western members promptly realized the value of a research organization established in their interest and for their use, and we were soon using all of the facilities which had been provided.

At the present time we have a staff of 13 technically trained workers, four technicians, including maintenance personnel, and nine administrative and office personnel.

Now we have realized the goal we have pointed to for many years; a modern building equipped with proper facilities for conducting scientific research on canning problems, and more than adequate for our present requirements. The new building provides 50 percent more floor space than the combined spaces we have been using in San Francisco.

During the past 25 years the industry has grown and broadened, continually bringing new research problems. Today projects of a fundamental nature are being investigated by our Research Committee. They may have far-reaching significance. Solution of them may call for special skills and equipment. We in the laboratory continue to be challenged and stimulated.

The success of our research laboratories in the past has largely been through the assistance and collaboration of technical representatives in the industry and the cooperative re-



Dr. Esty speaking on goals of the Western Branch Laboratory

search set up in institutions that have the necessary facilities and trained personnel. One of the most gratifying and helpful aspects of our progress has been the close and cordial cooperation of the state, regional and commodity associations of the canning industry. A continuation of that fine relationship is needed to maintain a high level of canned foods consciousness among the groups that influence consumer food habits. Canned foods have been developed to their present high level of public acceptance because of the continuous investigation by N.C.A. of conditions leading to safe processes and the elimination of spoilage. The need for these studies is constantly increasing, because of new products, changes in packing methods, and new types of processing

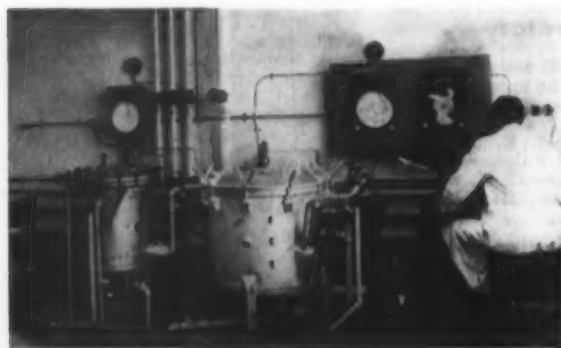
equipment. New developments like "high-short" processes, aseptic canning, high speed continuous cookers, antibiotics for food preservation, and sterilization by radiation require study by highly trained, competent technologists, with an extensive background of experience in processing studies.

The N.C.A. laboratories help in the development of reasonable food standards by guiding the efforts of individual canners in obtaining necessary information and by pooling and summarizing their results in a form that canners' committees are able to use most advantageously at standard hearings. The laboratory has been of value as an unbiased organization in obtaining data to support or confirm large masses of data submitted by canners.

May I say in conclusion that I have been very conscious this week that we are surrounded with many blessings and persons and influences. God's grace has been marvelous, and on occasions like this we come to appreciate more clearly that the greatest forces in all the world are invisible, and that our greatest need is to use the power of our invisible resources. I would remind my associates of the words of the great Apostle Paul in I Corinthians 13:3. There it is said:

"Each man's work shall be made manifest: for the day shall declare it, because it shall be revealed by fire; and the fire shall try every man's work of what sort it is."

Therefore, fellow workers, as in the past so even more earnestly in the days ahead may our aims be, not in the words "more," "longer," "larger" or "louder," but in the word *better*, so that when our lives and our work are tested against time and before the divine judgment, they may be of enduring worth.



Technician is determining rates of heat penetration into canned foods inside a retort in a section of the new N.C.A. Western Branch Laboratory building. Shown are a steam-jacketed kettle and two retorts, both equipped with automatic temperature controllers and recorders.



In the bacteriological section of the new N.C.A. Western Branch Laboratory, a technician (foreground) is examining a slide in investigations of organisms that cause spoilage, and other workers are checking culture tubes inoculated with food materials.





In ceremonies in front of the new Western Branch Laboratory, President H. J. Barnes receives the keys to the building from Herbert E. Gray, chairman of the Western Building Subcommittee. Above is a scene in Sixth Street, Berkeley, during these morning ceremonies.

Below—Scene in the Peacock Court, Hotel Mark Hopkins, San Francisco, during the afternoon program of ceremonies dedicating the new N.C.A. Western Branch Laboratory.



## MEETING OF N.C.A. DIRECTORS

### Significance of the N.C.A. Research Program

By H. N. Riley, Past Chairman,  
Scientific Research Committee,  
National Canners Association

The group here represented should draw particular satisfaction from the completion of this fine new laboratory building we were in this morning. It is the final step in a program talked about for many years, but really put into motion by the rather definite firm stand taken by the Research Committee several years ago.

As Chairman of this Committee, it fell to my lot to write the report each year, and we pulled no punches in needling the Board of Directors and the Administrative Council on the need for adequate facilities for the staff of the Association and particularly for the staffs of the two laboratories. We firmly felt that the Association had an obligation to furnish proper tools and facilities for the able group of scientific workers that had been brought together over the years, feeling sure that the quality and efficiency of this work would be sufficiently improved to make the investment well worth while.

The Association responded in a noble way. I believe the staffs of both the Eastern and Western Laboratories are well satisfied with their new quarters. They now have to face up to their responsibility to see that these facilities are utilized to the maximum benefit of the National Canners Association.

Carrying responsibility is no new experience for the Laboratory group. When the first laboratory was founded in 1913, and Dr. Bigelow was invited to take the position of Director, the confidence of the public in processed foods was somewhat at a low ebb. The disclosures made during Dr. Wiley's campaign for his Food Law of 1906 left quite a stigma on the industry as a whole, and no doubt the idea of establishing a laboratory was helped along by the belief that it would improve the public relations of the industry.

Such a laboratory established by an industrial association was a very unique step at that time. It worked out very well. Not only did it tackle the technical problems to be solved in the industry but over the years has played a major part in encouraging similar work on the part of many individual members of the industry, so that today the mass of knowledge in the field of food technology is really impressive.

The public has come to believe over the years that here was an industry not run by hit-or-miss methods, but by

well founded processes and plans and this belief was generated the confidence the industry enjoys today which is almost taken for granted. A long step forward from 1913.

The planning of the new buildings no doubt gave rise to a thorough review of the nature of the work performed and the policy for the future. The laboratories have an enviable record in the field of research going back over the years. The processing studies, the tinsplate investigation, the work on the nutritive value of canned foods and the projects having to do with their wholesomeness, are well known to the industry and not unknown to the consumer.

Let us have no more industry disasters like the outbreak of botulism, but let us be well prepared if they do come to cope with them as well as we handled this serious problem some 30 years ago. Research must, therefore, be constantly held up as

the principal responsibility of both laboratory staffs. If this is not done, there is grave risk of the laboratories devoting much of their time to quality control and inspection for members asking for it. The N.C.A. must be careful that they don't sell the laboratories as a service to members on their individual problems. Of course, the staff are willing and anxious to be of help, but such help should not be of routine nature but should be reserved to take care of the unexpected and little understood outbreaks of trouble that are apt to occur from time to time. A broader understanding of food technology and a careful application of the knowledge we have will go a long way to eliminating these expensive occurrences. So the staff should continue to impress the members with a necessity of developing their own laboratories and to give them guidance and advice to such end.

Lastly, the quality of the work turned out depends on the quality of the workman. The quality of the buildings is apparent. I am sure that the quality of the work turned out in them will be equally apparent. Let's hope for many years of worth-while work in these new quarters. Happy hunting.

### Board of Directors Acts On Mobilization Problems

(Continued from page 349)

Battery Street, San Francisco, as expeditiously as possible;

Authorized the use of the Western Branch laboratory facilities for the carrying on of the technical control work on fish and fish products now being handled at Hooper Foundation, University of California, and earmarked \$2,000 per annum from the Association's funds to be applied against this program;

Directed the Trustees of the Consumer Claims Trust Indenture to prepare, in collaboration with Association Counsel and the Director of the Claims Division a form of indenture to run for another 10-year period, which, if approved by the Board at the next meeting, will take the place of the present indenture, the claim-contribution provisions of which expire next March 31;

Authorized the Trustees of the N.C.A. Retirement Plan to close a gap in the present structure of the Plan by establishing conditions of general applicability under which employees may take limited leaves of absence without loss of accrued service credits.

As the meeting opened, President Barnes appointed Robert A. Friend as sixth member of the Executive Committee.

The date and location of this third meeting of the Board in the calendar year 1951 had been specially selected

to enable Board members, as well as members of the Administrative Council and the secretaries of state associations to participate in the ceremonies dedicating the new Western Branch Laboratory.

In recognition of this event, the opening item on the agenda was a talk by H. N. Riley, who was Chairman of the Scientific Research Committee when the program resulting in the construction of both the Washington and Berkeley laboratories was authorized, on the importance of research work and the value of proper facilities for its accomplishment.

The Board heard reports from W. F. Dietrich, Chairman of the Buildings Committee, and Herbert E. Gray, Chairman of the Western Building Subcommittee. The Buildings Committee had met earlier in the day and had prepared a progress report for submission both to the Board and to the Administrative Council at its morning meeting in the conference room of the new Berkeley building.

Mr. Dietrich reported that it would take about \$120,000 to complete payments now due or to be further incurred in the buildings program; that there remains \$103,000 in the Buildings Fund to meet these obligations; and that the Committee hoped to realize the remainder through the sale of the San Francisco property. He expressed appreciation to the Western Building Subcommittee for the hard work they had done in supervising the completion of "a beautiful, well-balanced building and equipment" and requested the Board membership to give this Subcommittee a rising

vote of thanks. On his part, Mr. Gray expressed appreciation to his fellow Committeemen and to the Western Branch staff for their many contributions in the form of ideas and working cooperation.

Harold J. Humphrey, reporting for Chairman J. T. Knowles of the Scientific Research Committee, requested and received Board approval for the carrying on of the special fish studies now in progress at the Hooper Foundation.

Henry P. Taylor, Chairman of the Finance Committee, reported on the Association's current financial condition, as he had done earlier to the Administrative Council. No changes were recommended in the 1951 budget as previously established.

Jerry Foytik, economist with the Fruit and Vegetable Branch of the Office of Price Stabilization, addressed the Board, citing many of the reasons for the delays in issuance of the various canned foods pricing orders. Among these, he listed the continuing shortage of staff personnel and the unavoidable confusion and uncertainties introduced by Congressional amendments to the price control legislation while regulations were in preparation. He urged canners to furnish full supporting data along with any requests for adjustment of price ceilings. Recommendations have been made within the agency, he said, for the issuance of orders which will relieve some of the hardships in the pricing of Standard and Extra Standard peas and canned figs.

Howard T. Cumming, Chairman of the N.C.A. War Mobilization Committee, called on Frederick C. Heinz to report on the procurement situation.

Mr. Heinz reviewed the work of the Committee in respect to procurement during the past 12 months, pointing out the initial difficulties encountered as a result of the rapid turnover in high level Quartermaster personnel until the program finally became stabilized under Col. William F. Durbin. He expressed the opinion that the two chief accomplishments of the Committee during the year were (1) the services rendered in enabling the Army QMC to meet its canned foods requirements for 1951 and (2) the assistance rendered the Army in the securing of a Walsh-Healey Act exemption for many canned foods. He reviewed the steps taken during and in the weeks immediately following the 1951 Convention to realize the first objective. He pointed out how, while the statutory structure prevented the canning industry from directly requesting the Walsh-Healey exemption, the Committee and the N.C.A. staff worked on data that would support the Secretary of the Army's petition to the Secretary of Labor, with the final result of the grant of the exemption for this year by Secretary Tobin. Mr. Heinz re-



Scene in the conference room of the new N.C.A. Western Branch Laboratory building at Berkeley, Calif. With a seating capacity of 75, this room is frequently used for sessions at which member-canners and the staff discuss the technological problems involved in production of quality canned foods. Dr. J. Russell Esty, Director of the Laboratory, is speaking to this group.

minded the Board that the present exemption expires on December 31.

In addition to his comments on the Walsh-Healey problem, Mr. Heinz explained how the Committee has assisted the QMC on numerous other phases of the procurement problem. "We recommended negotiated buying, set-aside orders provided they were accompanied by a Walsh-Healey exemption, and have fully explored with the Quartermaster questions of purchasing policy and methods of releasing canners from set-asides. We advised the Army on warehousing conditions, financing and container sizes. When measured against the problems presented to the Committee, we feel our accomplishments have been good," Mr. Heinz asserted.

John F. McGovern, in similar fashion, had reviewed the work of the Committee on labor procurement for farm and cannery before the Administrative Council and was scheduled to do so before the Directors. Board sessions, however, lasted longer than anticipated and had to be adjourned without his report. Mr. McGovern had explained to the Council the difficulties that have clouded and delayed the situation as regards Mexican labor and gave an account of the series of meetings that members of the Committee have had to attend in order to follow the situation through. He reported that the British West Indies labor program has, by contrast, developed quite satisfactorily. He mentioned the part played by the Association in obtaining the order from the

Wage Stabilization Board permitting canners to maintain their customary wage differentials between farm and in-plant labor and pointed to the Committee efforts which resulted in permission to employ off-duty military personnel.

Oliver Willits' report to the Administrative Council on the tin and container situation had resulted in a recommendation, which the Board adopted as a resolution putting the Association on record as in favor of the immediate restoration of the percentage cuts in food product can-use effected by the amended M-25 container limitation order. The report indicated that the tin situation was fairly good. If canners encounter trouble in regard to the present tin coating specifications for various products, Mr. Willits advised the reporting of such difficulties to the N.C.A. Laboratories. He reported that serious trouble looms in the steel situation. He stated that 4,400,000 tons of steel are needed in 1952 for canning industry use, but that at the moment only 4,000,000 is being allowed. Efforts are being made, he stated, to impress upon all government agencies and officials having anything to do with steel allocation and allotments the absolute essentiality of keeping the canning industry supplied with sufficient containers.

Mr. Cumming gave a full chronological summary of events leading to the present price control situation and of the extensive work of the War Mobilization Committee in maintaining contact with the constantly chang-



ing developments in the legislative and price policy picture. His report indicated a diligent and a conscientious performance by the Committee in attempting to expedite the issuance of orders and the necessary amendatory provisions and to insure the issuance of orders of as fair and equitable a nature as possible. He emphasized the efforts of the Committee directed at obtaining prompt adjustment of inequities and pointed to the many instances where the full services of the Association were made available to OPS for the ascertainment of necessary facts and for other forms of co-operative assistance. His report revealed a continuing history of exhaustive efforts by the Committee and the Association staff to help the OPS in its canned food price work and to help the industry with the agency in obtaining necessary adjustments.

Mr. Cumming especially urged the importance of having the 1952 War Mobilization Committee named immediately to function as a committee for a full 18 months, in order to obtain the advantage of continuity in its work on price regulations for the 1952 packs. His recommendation was adopted by the Board, which authorized President Barnes to appoint the members of this Committee without waiting for the 1952 appointments.

The final report on the agenda of the Board's Berkeley meeting was made by Stran Summers of the N.C.A. Labeling Committee, acting for Chairman John L. Baxter. Mr. Summers reported on the Committee's decision to revise the N.C.A. Labeling Manual, such revision to be completed by October 1. Each member of the Board and Council was presented with a specially bound and inscribed copy of the Manual. Mr. Summers reported on the distribution plan for the manual, which will take it to every label salesman, as well as to all canners, whether members of N.C.A. or not. In urging the adoption of the principles endorsed therein to their own labeling practices, Mr. Summers urged upon the Directors, "We hope you will apply the recommendations of the manual to your own canning operation, and by your example, encourage other canners to join in this modern trend toward better labels."

#### Other Meetings

A number of other meetings were held at Berkeley in the days immediately preceding the Board and Council meetings of October 11.

Western members of the Technical Advisory Committee to the N.C.A. Labeling Committee had a session at the new building Monday afternoon, October 8.

On Tuesday afternoon the Canning Industry Technical Steering Committee on Pesticides held an informal meeting.

N.C.A. Laboratory Committees and the Western Branch Laboratory staff

met jointly at the building Wednesday morning and then adjourned to a Berkeley Hotel for lunch where they were addressed by Dr. B. S. Clark, present Director of Research for the American Can Company. He was the first Director of the Western Branch Laboratory when it was established in 1926. Dr. Clark traced the development of the Laboratory from the days of early canning research on the West Coast to the present.

The N.C.A. Scientific Research Committee held its executive meeting that afternoon, and met again at dinner that night at San Francisco's Bohemian Club, along with special guests.

### N.C.A. Dedicates New Western Branch Laboratory

(Continued from page 349)

launched five years ago. As he accepted the symbolic keys to the building, President Barnes expressed the appreciation of the Association membership to both chairmen for the outstanding work of their committees. The presentation and acceptance remarks are reproduced in full in this issue of the INFORMATION LETTER, beginning on page 350.

The next event on the morning program was the presentation to N.C.A. of a mural in the lobby of the new building, donated by the Association of Canners State and Regional Secretaries. Painted by Carlton Lehman, one of San Francisco's leading muralists, it depicts stages in canned foods production and through the use of laboratory symbols in the design indicates the science that is brought into their manufacture.

Cecil R. Tulley, Northwest Canners Association, this year's president of A.C.S.R.S., made the presentation speech, and the official acceptance of the mural on behalf of N.C.A. was made by Carlos Campbell, Executive Secretary. (See reproduction of texts beginning on page 351.)

President Barnes revealed that the Berkeley building site is historic, explaining that at one time it was the location of the public meeting hall used by the pioneers of the region, that two blocks away a shell mound had been excavated which produced evidence of Indian habitation there, that the bay beach, three blocks away was, at the turn of the century, one of the popular bathing beaches of the Bay area, serviced by excursion steamers from San Francisco every weekend.

Visitors who had not done so earlier inspected the building before and after the morning dedication ceremonies, escorted in groups by staff members who explained the various facilities

The N.C.A. Buildings Committee held a breakfast meeting at the Berkeley building Thursday morning, and this was followed by a session of the Administrative Council in the Conference Room there.

On Thursday night, October 11, following the afternoon Board meeting, the Northern California chapter of the Institute of Food Technologists, staged a dinner meeting at which Dr. E. J. Cameron, Director of the Washington Laboratory; Dr. E. D. Clark, of the Northwest Branch Laboratory at Seattle; and Dr. Esty, of the Berkeley Laboratory, reported on the work of these three N.C.A. units.

and the research programs for each unit.

The proceedings in San Francisco began with luncheon at tables that filled Peacock Court to capacity. Fred M. Moss was master of ceremonies, and the chief dedication address was made by Past President John F. McGovern. Mr. Moss's good-humored introductions and Mr. McGovern's lively wit introduced gala and festive ingredients into the program. Mr. McGovern's reputation as a raconteur and humorist, well established throughout the industry, was further enhanced by his performance at the dedication. The "applause meter" never rose higher on any N.C.A. occasion.

Vice President Frederick C. Heinz, in his address, expressed appreciation to the supply firms and others whose generous donations had made possible not only the half-million dollar Berkeley Building, but the million-dollar headquarters building dedicated last year at Washington. Mr. Heinz had headed the Buildings Fund Drive.

H. Thomas Austern, Chief Counsel of N.C.A., paid a tribute to the late Frank E. Gorrell, founding Secretary of the Association, who established the original laboratories of the Association in Washington, San Francisco, and Seattle.

Dr. J. Russell Esty, Director of the Western Branch Laboratory for more than 25 years, paid his respects to the many individuals who were associated with the establishment of the Association's research program on the West Coast, introduced the members of his staff in the audience and outlined the program of research that will be carried on in the new facilities. (The Heinz, Austern and Esty speeches are reproduced beginning on page 354.)

Norman L. Waggoner, Chairman of the Dedication Committee of Western canners that had planned all the various features of the event, spoke briefly. He made acknowledgments to the following: The American, Con-

tinental, and Pacific Can Companies for sightseeing bus and boat trips provided for out-of-town dedication visitors, for the services of the information center they maintained at the Mark Hopkins Hotel, and for providing busses to take visitors to and from Berkeley for the morning ceremonies; to the Association of Cannery State and Regional Secretaries for the gift of the mural; to the Cannery League of California for donating flowers for lady guests and the luncheon tables; to the Northwest and Utah Cannery Associations for music at the luncheon; to the Stecher-Trautman Lithograph Corporation for donating the souvenir program; to the Muireson Label Company for the engraved invitations; to Wurster, Bernardi and Emmons, the architects; and to the Carl N. Swenson Company, the builders.

#### Description of Laboratory Building and Facilities

The new N.C.A. office and laboratory building located at 1950 Sixth Street, Berkeley 2, Calif., is a two-story, reinforced concrete structure. The gross area of the two floors is 21,300 square feet with a net usable area of 19,580 square feet. The site is a corner lot 100 x 200 feet, and the building is set back sufficiently to permit a generous planting screen along both sides. There is a parking space on the property for about ten cars, and the garage, a separate building, will accommodate three cars plus some storage.

Provision has been made for the following departments: chemistry, bacteriology, thermal engineering, microanalytical studies, and sanitation, together with the necessary office force. In addition, there is a combined library and conference room, an experimental kitchen, a dark room and studio, a fireproof vault, a large storage area, and a staff lunch room, and there are four incubators.

The exterior of the building is of concrete poured against plywood forms rubbed smooth and painted with clear cement paint. Floor to floor dimensions of 13 feet permit 9 foot, 6 inch furred ceilings, and allow the required room for beams, heating ducts, and recessed lights in the furred spaces. Windows are provided in continuous strips in stock steel sash, and with venetian blinds installed at all windows.

The building was designed by Wurster, Bernardi and Emmons, San Francisco, and was constructed by the Carl N. Swenson Company of San Jose. The laboratory furniture was built and installed by the Metalab Equipment Corporation, and the office furniture and steel shelving by the General Fireproofing Company.

#### Press-Radio Campaign On Building Dedication

The dedication of the N.C.A.'s new Berkeley building was the occasion for a press-radio campaign launched by the Association to call attention to the scientific soundness and public service character of the canning industry.

Representatives of the trade press, wire and syndicate services, and daily newspapers attended the dedication ceremonies at the building and the luncheon at the Mark Hopkins Hotel, and at special press tables were supplied kits of press material about the dedication events, the building itself, and the industry.

Similar material also was sent by mail to trade papers and newspapers that were unable to send representatives to California for the dedication.

The material was prepared by the N.C.A. Information Division and most of it was processed and distributed from the Berkeley office. The kits contained:

A general press release reporting the dedication of the new "research center designed to continue scientific studies aimed at maintaining and improving the purity and wholesomeness of canned foods."

Photographs with captions of the new building and some of the interiors.

Copies of the dedication speeches; photographs and biographies of the speakers.

A background data sheet giving the physical aspects of the building and how it is being used.

A statement outlining the important contributions of the N.C.A. Research Laboratories.

#### Press Coverage

Nelson H. Budd, Director of the Information Division, went to Berkeley three weeks in advance of the Dedication to handle publicity on the scene. With Dr. J. Russell Esty, Director of the Western Laboratory, he attended a press conference luncheon tendered by the Cannery League of California to which were invited about 30 key press and radio people. This conference proved valuable in ascertaining the special type of material wanted by newspaper and radio men, and the program of advance press releases and coverage was materially guided by the findings at that meeting.

Bay area newspapers and trade papers gave generous coverage of the event. The story appeared not once but several times in all of the San Francisco dailies and in the Oakland and Berkeley papers. It was covered from different angles—straight news, business pages, scientific columns, feature departments, in interviews, and in at least one instance on the editorial page.

Clippings are still coming in and it is impossible to make a recapitulation of complete coverage this early. One notable example is a full-page illustrated feature in the San Jose *Mercury-Herald*, and the same paper published stories on two other dates. There were special features in the *Sacramento Bee*, the *Stockton Record*, and the *Modesto Bee*, as well as numerous other publications up and down the Coast. A full report of press coverage not only on the West Coast but nationally will be made later.

#### Radio-TV Coverage

The dedication also was mentioned on important radio and television programs.

It was worked into dialogue between Bob Crosby, master of ceremonies, and Jo Stafford, the singer, on the October 11 "Club 15" national radio show sponsored by the Campbell Soup Company, where the event was hailed as "the latest step in efforts to guarantee finest quality foods to the American housewife." Miss Stafford dedicated one of her songs to N.C.A. and the new laboratory. The "Club 15" program is broadcast to 153 stations in the United States and 30 in Canada, and reaches more than 3,000,000 listeners.

On the Stokely-Van Camp "Little Show" on October 11 the television star John Conte mentioned the dedication as a "milestone in the history of the canning industry" which will help "make fresh foods available all year 'round for safe, sanitary, nutritious and economical public consumption." This television show was seen and heard in 25 large cities.

Carlos Campbell, Executive Secretary of N.C.A., was interviewed by Henry Schact, NBC newscaster on "The Farmer's Digest" hour, broadcast from San Francisco station KNBC October 12. This program, sponsored by Standard Oil of California, is said to have one of the largest listening audiences in the West. Mr. Campbell's comments, tied to the dedication, gave a picture of the accomplishments of N.C.A. and canning industry research, and the important contribution of the industry to agriculture and the public.

Another reference will be made to the new laboratory on the Green Giant Company's television show "Life with Linkletter" on October 26. Script has been prepared conveying the thought to American homemakers that the canning industry is constantly striving to produce and sell a better product. This show, telecast every other week, is in markets accounting for 72 percent of the total television audience.

It is reported that the dedication was mentioned on other radio and television programs, and these will be enumerated when the returns are all in.

### Floral Tributes Received at Dedication

Friends of the N.C.A. sent floral pieces to help adorn the Western Branch Laboratory building on dedication day. N.C.A. thanks and acknowledges flowers from the following: American Trust Company, San Francisco; Continental Can Company, Research Department; Frank Gerber, Gerber Products Company; Pennsylvania Cannery Association; Wayne Reed, Metalab Equipment Corp., Brooklyn, N. Y.; Albert O. Schlichtmann, Laboratory Equipment Co., San Francisco.

## PUBLICATION

### Guidebook to Merchandising Published by Commerce Dept.

A guidebook to help manufacturers sell their products in the United States market has been published by the U. S. Department of Commerce. Entitled *Selling the United States Market*, the book covers a broad area of information from the earliest stages of designing and developing a product to finding U. S. markets for it.

In announcing issuance of the book, the Department said that it is especially designed to assist the newer and smaller manufacturer. It tells where to obtain information about markets; what distribution facilities are available; how to choose the distribution methods best suited to the product; and how to develop a good product, a package that will sell, and an attractive name.

By using practical illustrations, the book suggests how products should be priced, how selling agents are located and selected, and how advertising programs are planned and carried out.

*Selling the United States Market* presents 15 case studies to guide the manufacturers and contains 16 maps, charts and illustrations dealing with the scope and geographic location of the U. S. market and 29 tables of marketing data. The book is divided into three principal sections: "Markets and Market Data", "Distribution Channels, Facilities and Services", and "Developing a Marketing Program".

The 144-page guide may be purchased from the Government Printing Office for \$1 a copy.

## HOME ECONOMICS

### N.C.A. Home Economics Staff Attends Professional Meetings

The annual convention of the American Dietetic Association was held in Cleveland, Ohio, October 9 to 13. The N.C.A. Home Economics Division was represented by Miss Martha Gazella, menu and recipe home economist. Attending the convention were dietitians of hospital, restaurant, and school food services, as well as other professional people whose interest is the feeding of groups. Educators in the field of foods, and business home economists also participated in the week of meetings. Registration totaled 3,000.

In addition to attending the Dietetic Convention, Miss Gazella worked in Akron and Toledo, Ohio, and in Chicago, Ill.

The annual conference of Newspaper Food Editors was held the week of October 7-12 in Chicago. Part of the meetings were attended by Miss Katherine R. Smith, Director of the N.C.A. Home Economics Division. In addition to the food editors of most of the leading metropolitan dailies of the country, the Conference was attended by leading syndicate food writers who service newspapers and Sunday supplements. The attendance was approximately 140.

## PUBLICITY

### House Beautiful

The article, "Is Your Thinking Up To Date About Vegetables?", in the October issue of *House Beautiful* stimulates interest in what would at first appear to be another discussion of a routine food group.

The author, Jean Harris, prefers to classify vegetables as cooked (canned), uncooked (fresh), and slightly cooked (frozen); stating that "How you cook vegetables depends on what you start with." A considerable portion of the article discusses canned vegetables and evokes some ideas for serving them.

In describing preparing canned vegetables for serving, the author says that many canned vegetables need only "the final gourmet touches" to be ready for the table. For others, she goes on to suggest: "Combine vegetables with herbs, or cheese, or smoked

meats and sausages, or sour cream, or curry, or vinegar, or onions. Or serve them with a rich or a sharp sauce. If you are using canned vegetables in a salad, marinate all vegetables that are to go into it in a well flavored French dressing. Learn the tricks of mixing canned vegetables just as you have learned to mix canned soups."

The author points out that canned vegetables are the start for many a new dish, "the work of cleaning, sorting, paring, and slicing" has already been done.

### Parade Magazine

Beth Merriman's food article, "Pineapple Bran Bread," which appeared in the September 23 issue of *Parade* magazine, featured canned crushed pineapple. *Parade* is the Sunday supplement of many leading newspapers throughout the country.

About the recipe she said, "Here's a delicious new bread created just for *Parade* readers. Your family will cheer for it!" How-to-do-it pictures accompany the article and a large picture shows the finished bread.

### Better Homes and Gardens

"Take down fragrant spices and the sugar and flour canisters. Bring out the packages of nuts, dates, and prunes; a bowl of ruddy apples; canned fruits," begins the article, "Wonderful Harvest Desserts," in the October issue of *Better Homes and Gardens*.

The five harvest desserts are pictured in an attractive full-page color photograph. Desserts featuring canned foods are peach skillet pie using canned sliced peaches, gingerbread with pears using canned pear halves, prune-whip spice cake using infant strained prunes, and pineapple upside-down cake using canned pineapple slices.

### True Story Magazine

The October issue of *True Story Magazine* carries a timely article, "10 Sandwich Fillings," with helpful suggestions for lunch-box sandwiches.

Many of the suggestions include canned foods. The following canned foods are featured in the recipes for easy fillings: pimientos, luncheon meat, tongue, ripe olives, tuna, salmon, liver paste, and sardines.



## PERSONNEL

### Woodbury Award

The first Woodbury Award consisting of a medal and \$100 established by a grant from Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Bureau, has been presented to Dr. R. B. Guyer and Dr. A. Kramer of the Department of Horticulture at the University of Maryland for their paper entitled "Factors Affecting Yield and Quality Measurements of Raw and Canned Green and Wax Beans."

Dr. Woodbury established the award in 1949 through the American Society for Horticultural Science, which each

### Binders for Labeling Manual

Loose-leaf binders to fit the labeling manual, *Modern Labels for Canned Foods*, are available from the N.C.A. for \$1.50 each. Requests together with payments should be addressed to the Labeling Division, National Canners Association, 1133 20th Street, N. W., Washington 6, D. C. A copy of the N.C.A. labeling manual has been mailed to all canners.

year is to select the outstanding scientific paper pertaining to the development or improvement of crops grown for canning.

## STATISTICS

### Production and Utilization of Citrus Fruits

The annual report on production and utilization of citrus fruits, issued by the Bureau of Agricultural Economics, states that in 1950-51 oranges and tangerines accounted for 69 percent of all citrus tonnage, as compared with 71 percent in 1949-50 and 67 percent in 1948-49. About one-half of the total sales of citrus last season were for processing.

BAE reports that about 2.5 million tons of oranges were processed last

season (48 percent of orange production) compared with about one million tons of grapefruit (53 percent of grapefruit production). About 200,000 tons of lemons were processed in 1950-51.

The actual tonnage processed during the past season compared with the total production for the past three seasons is shown in the following table:

	Production		Processed	Processed as percent of total production (percent)
	1948-49	1949-50 1950-51 (in thousands of tons)		
Total citrus.....	6,636	6,479 7,514	3,063	48.7
Oranges.....	4,440	4,603 5,174	2,499	48.3
Grapefruit.....	1,793	1,417 1,815	967	53.3

According to BAE, the total volume of citrus fruits processed during the 1950-51 season amounted to about 87 million boxes of which 70 percent (61 million boxes) were processed in Florida and 21.5 percent in California, and the remaining 8.5 percent in Texas and Arizona. The quantity processed in Florida increased 21 percent and California processing increased 6 percent in 1950-51 as compared with the 1949-50 volume. Texas and Arizona combined showed a 14 percent decrease from the 1949-50 volume.

The proportion of the total production of the various citrus fruits pro-

cessed in Florida during the past season is as follows: oranges 62 percent, grapefruit 54 percent, tangerines 28 percent, and limes 26 percent. For California the corresponding figures for percent of total production processed are oranges 28 percent, grapefruit 32 percent, and lemons 38 percent.

Of the 42 million boxes of Florida oranges processed last season, over 23 million boxes went into frozen concentrates and the remaining 45 percent into other types of processing. The growth of processing in Florida oranges during the past three seasons is shown in the following table:

Crop season	Concentrates—		Other processed (in thousands of boxes)	Total processed	Processed as percent of total production (percent)
	Frozen	Other			
1948-49.....	8,320	2,500	16,032	26,852	40
1949-50.....	17,797	1,851	18,059	34,707	52
1950-51.....	23,197	2,771	15,947	41,915	62

## CONGRESS

### Defense Production Act

The House Rules Committee on October 16 refused to grant a rule permitting House consideration of S. 2170, a bill to amend the so-called Capehart amendment to the Defense Production Act. This action is regarded as killing any chance that the Congress will amend the Act before adjournment of this session.

## SUPPORT PRICES

### Turkey Purchase Program

A "standby" program for the purchase of 1951-crop turkeys has been announced by the U. S. Department of Agriculture. Purchases would be limited to birds of a size larger than normally used for home consumption.

USDA said that turkey production this year is expected to reach a total of 52.8 million birds, 16 percent more than the previous record crop of 45.7 million birds last year. This all-time record crop will provide U. S. consumers about 5.5 pounds of turkey per capita, 25 percent more than the average per capita supply of the last five years.

## SUPPLIES

### Domestic Sugar Quota Cut

A reduction of 350,000 short tons in the quantity of sugar required to meet consumers' needs in 1951 was announced October 16 by the U. S. Department of Agriculture. With this decrease, the 1951 quota is established at 7,900,000 short tons, as compared with a consumption rate of 8,250,000 short tons established by USDA on June 8.

The reduced 1951 consumption figures were made necessary by a slackening in demand for sugar, USDA said. Since late June the New York duty-paid price of raw sugar has declined from 6.8 cents to 5.95 cents a pound. Distribution of sugar, which was 350,000 tons greater from January 1 to June 2 than in the same period of 1950, has declined so that by October 6 the total was about 600,000 tons less than on the corresponding date in 1950, according to USDA.

In writing or telegraphing the  
National Cannery Association's  
Western Branch Laboratory,

address—

1950 Sixth Street,  
Berkeley 2, Calif.

Telephone—

Thornwall 3-9762

## DEFENSE

### SR 3 to CPR 55 Provides Adjustment for Pea Cannery

By Supplementary Regulation 3 to CPR 55, the Office of Price Stabilization will establish specific dollars-and-cents ceilings which may be used by cannery of Standard and Extra Standard grades of green peas if their price ceilings, as determined under the basic regulation, are out of line with canned pea prices generally. SR 3 will be issued and effective October 22.

Copies of SR 3 to CPR 55 were reproduced by N.C.A. and mailed to all pea cannery.

### Correction in Text of CPR 75

Following is the text of a correction to CPR 75, the canned soup pricing regulation, published in the *Federal Register* of October 12:

#### TITLE 32A—NATIONAL DEFENSE, APPENDIX

Chapter III—Office of Price Stabilization, Economic Stabilization Agency  
[Ceiling Price Regulation 75, Correction]

#### CPR 75—CEILING PRICES FOR CERTAIN PROCESSED SOUPS

##### CORRECTION

Due to clerical error, the states of Delaware and Virginia were listed with the area "Pennsylvania, other than southeastern etc." in listing the raw material maximum permitted increase for sweet corn in Table II of section 2(d) (2) instead of in the area of "Counties in Maryland east of Chesapeake Bay and Susquehanna River". Table II is accordingly corrected by deleting the states of Delaware and Virginia from the area "Pennsylvania, other than southeastern etc." in the listing of the raw material maximum permitted increase for sweet corn and placing such states in the area "Counties in Maryland east of Chesapeake Bay and Susquehanna River".

### CPR 56 Made Effective as to Apples, Apple Sauce, Cranberries, Other Fruits and Juices, and All Olives, Effective Oct. 20

The Office of Price Stabilization on October 15 extended the coverage of the canned fruits and berries ceiling price regulation, CPR 56, to practically the entire line of canned fruits and berries.

Amendment 6 to CPR 56, issued October 15 and effective October 20, 1951, or any earlier date a processor may select, adds cost adjustment factors for the following fruits and berries not previously covered:

Canned apples, canned apple sauce and all other canned fruits and berries and their juices. Among the products included in the general factor are canned cranberries, cranberry sauce and domestic ripe and green olives. Pineapple and citrus fruits and juices are specifically excluded and remain under the General Ceiling Price Regulation.

The regulation also makes provision for adjustments in prices to allow for differences between 1948 and 1951 costs of raw materials and sugar or other sweetening.

The amendment makes other miscellaneous changes in CPR 56, including a provision whereby processors whose gross sales during 1950 were less than \$40,000 are given the alternative of determining their ceilings under GCPR. It also revises Section 4, to simplify pricing for cannery who are unable to use the straight formula method in Sections 2 and 3. All packers who previously figured prices in accordance with the old Section 4 must refigure according to the new provisions.

Copies of Amendment 6 were mailed by N.C.A. to all cannery of fruits and olives.

### CPR 85, Maine Sardines

CPR 85, establishing dollars-and-cents ceiling prices on canned Maine sardines, effective October 22, was issued by the Office of Price Stabilization on October 17. Copies of CPR 85 were mailed by N.C.A. to all packers of Maine sardines.

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